

Message Text

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UNCLAS SECTION 01 OF 02 MOSCOW 03262

USDOC FOR BEWT/TDAD (BOWIE)

E.O. 11652: N/A
TAGS: BEXP, BTRA, UR
SUBJECT: SEMINAR ON MARKETING IN U.S.

REF: (A) MOSCOW 02797 (B) USDOC 3621 (C) USDOC 1301

SUMMARY: COMATT AND COMOFF MET WITH MEL'NIKOV AT MFT ON MARCH 1 TO DISCUSS SUBJECT SEMINAR. SOVIETS ARE IN AGREEMENT AS TO MID-MAY TIME FRAME AND ON ALL PRINCIPAL POINTS RAISED REFTELS. TEXT OF THIS CABLE PROVIDES DETAILED RESPONSES TO QUESTIONS RAISED REFTEL (C) AND SEEKS USDOC DECISION AS TO TIMING. END SUMMARY.

1. SOVIETS AGREE IN PRINCIPLE WITH MID-MAY AS TIME FRAME FOR SEMINAR. HOWEVER, MEL'NIKOV SAID SOVIETS ENVISAGED DIFFICULTIES IN GETTING NECESSARY HOTEL ACCOMMODATIONS FOR WEEKEND OF MAY 13, SINCE MANY MAY DAY CELEBRANTS WILL STILL BE IN MOSCOW. HE PROPOSED TWO OPTIONS: (1) THAT US DELEGATION NOT RPT NOT ARRIVE MOSCOW BEFORE MONDAY, MAY 15, OR (2) ALTERNATIVELY, FULL WEEK'S POSTPONEMENT OF SEMINAR WITH ARRIVAL MAY 20.

2. FORMAT OF THREE-DAY SEMINAR ACCEPTABLE TO SOVIETS.

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3. U.S. SUGGESTION OF HAVING 8-10 AGENDA ITEMS ALSO ACCEPTABLE TO SOVIETS WITH SLIGHT MODIFICATIONS TO ITEMS (E) AND (F) AS LISTED BELOW. SOVIETS AGREED TO FIRST SIX ITEMS AND REQUESTED THAT THEY BE GIVEN ADVANCE NOTICE OF ANY ADDITIONAL TOPICS WHICH USDOC MAY SELECT. MEL'NIKOV SUGGESTED THAT, IF CONVENIENT, SOVIETS BE PROVIDED LIST OF U.S. IDEAS ON GOOD PROSPECTS FOR SOVIET EXPORT ITEMS,

TOGETHER WITH BRIEF DESCRIPTIONS. MFT VIEW OF FIRST SIX SEMINAR DISCUSSION TOPICS IS AS FOLLOWS:

-- A) STATUS AND PROSPECTS FOR U.S. ECONOMY.

-- B) CHARACTERISTICS OF U.S. MARKET.

-- C) SOURCES OF INFORMATION ON U.S. MARKET.

-- D) ADVERTISING AND ITS ROLE IN U.S.

-- E) U.S. REGULATIONS ON IMPORT OF GOODS FROM "SOCIALIST" COUNTRIES AND EXPORT OF GOODS TO THOSE COUNTRIES. (COMMENT: MEL'NIKOV INDICATED THAT HE HAD RAISED THIS LATTER TOPIC WITH STROH IN WASHINGTON IN DECEMBER AND THAT AGREEMENT HAD BEEN REACHED ON ITEM AS SHOWN HERE. END COMMENT.

-- F) CASE STUDIES IN MARKETING OF SPECIFIC PRODUCTS ON U.S. MARKET: OIL AND OIL PRODUCTS (PRIMARILY DIESEL OIL); TRACTORS; PLYWOOD; CHIPBOARD; HARDBOARD. (SPECIFICS ON EACH TYPE OF PRODUCT ON WHICH SOVIETS WILL BE SEEKING MARKETING INFORMATION APPEARS BELOW.)

4. SOVIET SIDE WILL ARRANGE PREMISES IN APPROPRIATE LOCATION FOR SEMINAR. CHOICE, HOWEVER, SEEMS LIMITED TO CONFERENCE ROOM AT MFT OR USSR CHAMBER OF COMMERCE FACILITY. MEL'NIKOV SAID DECIDING FACTOR WOULD BE TOTAL UNCLASSIFIED

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NUMBER OF U.S. PARTICIPANTS. HE RECKONED ABOUT ONE HUNDRED SOVIETS MIGHT ATTEND. SEMINAR, HE SAID, HAD NOT YET BEEN DISCUSSED WITH FTO'S OR OTHER SOVIET INSTITUTIONS.

5. SOVIETS WILL PROVIDE NECESSARY INTERPRETING STAFF. MEL'NIKOV REQUESTS, HOWEVER, THAT TEXTS OF INDIVIDUAL PRESENTATIONS BE MADE AVAILABLE TO INTERPRETERS AT LEAST ONE WEEK PRIOR TO BEGINNING OF SEMINAR. MEL'NIKOV SAID QUESTION OF METHOD OF INTERPRETATION IS STILL OPEN. OPTIONS WERE THE USUAL TWO OF CONSECUTIVE OR SIMULTANEOUS, PLUS POSSIBILITY OF HAVING "SPEAKER" READ FIRST FEW SENTENCES OF HIS PAPER IN ENGLISH, FOLLOWED BY INTERPRETER READING REMAINDER TO SEMINAR AUDIENCE IN RUSSIAN ONLY. (COMMENT: WHILE THIRD OPTION IS PROBABLY OPTIMAL FOR CONSERVATION OF TIME AND WOULD PERHAPS CONTRIBUTE TO ACCURACY AND QUALITY OF RUSSIAN LANGUAGE PRESENTATION, WE NOTE THAT IT MIGHT ALSO TEND TO REDUCE ESTABLISHMENT OF PERSON-TO-PERSON RAPPORT UPON WHICH SUBSEQUENT "Q AND A" SESSION OFTEN DEPENDS FOR SUCCESS. END COMMENT.) MEL'NIKOV STATED THAT SOVIETS WOULD PREFER THAT THIS DECISION BE LEFT TO THEM, BUT WOULD WELCOME ANY COMMENTS

USDOC MIGHT HAVE.

6. BASIC FOOD AND LODGING EXPENSES FOR U.S. DELEGATION
WOULD BE BORNE BY U.S. SIDE, ACCORDING TO MEL'NIKOV.

7. MEL'NIKOV INDICATED THAT PROTOCOL QUESTIONS OF RECEP-
TIONS, FACTORY VISITS, ENTERTAINMENT, ETC., WHILE UNDER
CONSIDERATION, WERE STILL FAR FROM RESOLUTION.

8. MEL'NIKOV PROVIDED FOLLOWING DETAILS FOR ASSISTANCE

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IN PREPARING CASE STUDIES:

-- A) OIL AND OIL PRODUCTS UNDER CONSIDERATION WOULD BE
PRIMARILY DIESEL OIL OF "URAL ORIGIN", TO BE MARKETING BY
FTO SOYUZNEFTEEXPORT.

-- B) TRACTORS WOULD BE OF HEAVY AGRICULTURAL VARIETY,
RANGING FROM 50 TO 300 HP. THEY WOULD BE MARKETING THROUGH
TRACTOREXPORT AND BELARUS MACHINERY CORPORATION, OR VIA
CANADA (AT LEAST SPARE PARTS).

-- C) PLYWOOD WOULD BE SHEETS MANUFACTURED FROM BIRCH OR
ALDER IN THICKNESSES (MILLIMETERS) OF 3, 4, 5, 6, 8, 9,
10, 12, 15 AND 18 MILLIMETERS AND SIZES (INCHES) OF
60 X 60, 60 X 50, 50 X 50, 58 X 58, 60 X 58, 60 X 56,
84 X 60, 84 X 50, 72 X 60, 72 X 50, 72 X 48, 96 X 60 AND
50 X 48. SUCH PLYWOOD, MEL'NIKOV SAID, WAS EXPORTED TO
U.K. AND USED BY BRITISH FOR PACKAGING (60), FURNITURE
(20), UNDER CARPETS (6), WOOD WORKING (5), RETAIL
SHOPS (5). PLYWOOD WAS USED IN USSR IN "RADIO TECHNICAL
APPLICATIONS", I.E., AS RADIO CABINETS.

-- D) CHIPBOARD WOULD BE 16 AND 19 MILLIMETERS THICK AND HAVE SIZES (IN MILLIMETERS) OF 1750 X 3500, 1500 X 3500, AND 1830 X 2750. MEL'NIKOV SAID SOVIET EXPERIENCE WITH ITS USE WAS CONSTRUCTION (70), FURNITURE (20), AND UNCLASSIFIED

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OTHER (10).

-- E) HARDBOARD (NEW ITEM) WOULD BE 3.2 MILLIMETERS THICK AND COME IN SIZES (FEET) OF 4 X 8, 4 X 9, 4 X 10 AND IN MILLIMETERS, 1700 X 2745. THIS ITEM, MEL'NIKOV SAID, IS USED IN USSR FOR PACKAGING (60), FURNITURE (20) AND OTHER (20). HE SAID THAT FTO EXPORTLES WOULD HANDLE MARKETING OF ALL WOOD PRODUCTS. HE THOUGHT THAT MOST OF ITEMS MENTIONED WERE, IN FACT, ALREADY ON U.S. MARKET, THOUGH WITH ONLY LIMITED SUCCESS IN CASE OF PLYWOOD. HARDBOARD HAD YET TO BE MARKETED IN U.S.

9. IN VIEW OF SHORT TIME FRAME FOR SEMINAR IN MAY, COMATT NOTED THAT USDOC/BEWT WAS CONSIDERING POSSIBILITY OF SHIFTING DATES FOR EVENT UNTIL SUMMER OR EARLY FALL. MEL'NIKOV COMMENTED IN THIS REGARD THAT U.S. ORGANIZERS SHOULD NOT LOSE SIGHT OF TIMING OF JOINT COMMERCIAL COMMISSION MEETING IN PLANNING SUMMER EVENTS. HE CLEARLY THOUGHT MAY A BETTER MONTH THAN JUNE FOR MARKETING SEMINAR. COMMENT: IF SEMINAR IS HELD DURING WEEK OF MAY 15, IT MIGHT PROVIDE USDOC/BEWT PARTICIPANTS USEFUL OPPORTUNITY TO ATTEND OPENING RECEPTION OF USCO'S S/ME "GEOTEKHNIKA '78" AT 1630 ON THAT DATE. ON OTHER HAND, DELAY OF ONE WEEK WOULD HAVE ADVANTAGE OF MORE TIME FOR DRAWING TOGETHER CASE STUDIES AND FOR GENERAL PREPARATIONS. COMATT EXPLAINED TO MEL'NIKOV CONVENIENCE OF EARLIER WEEK IN MAY IN VIEW OF GARMISCH CONFERENCE, BUT LATTER WOULD NOT BUDGE ON RECOMMENDED ARRIVAL DATE IN MOSCOW OF MAY 15 VICE MAY 13. HE ALSO NOTED THAT WHILE MFT WOULD BE PREPARED TO "SUPPORT" EMBASSY REQUESTS FOR HOTEL ROOMS, IT WOULD NOT EXPECT TO BE INVOLVED IN ACTUAL PROCESS OF FINDING ADEQUATE ACCOMMODATIONS FOR U.S. SEMINAR TEAM.

10. PLEASE ADVISE AS TO PREFERRED TIMING OF MARKETING UNCLASSIFIED

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SEMINAR IN VIEW OF ABOVE, AND OF TYPE AND NUMBER OF HOTEL ROOMS NEEDED ASAP. IF FURTHER DATA IS NEEDED FROM MFT BEFORE DECISION AS TO TIMING IS REACHED, PLEASE LET US KNOW. MATLOCK

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